

## **Former Agricultural Economics Faculty**

### **ROBERT E. SCHNEIDAU (1934-1975)**

Professor Schneidau generated a lasting impression in extension, in teaching, and in research in the field of livestock marketing. He gained his widest recognition in developing an in-depth educational program for small and medium sized meat packers. He backed this up with a well planned program of research. He pioneered new marketing in-novations designed to help preserve competition in livestock pricing. First and foremost, Bob was a teacher. His students were varied and many - they sought him out. Bob was innovative in his teaching, using marketing and management simulators both in extension and on the campus. Despite a reoccurring series of heart malfunctions in his latter years, he was always valiant, giving, and productive. He belonged to a number of professional and fraternal organizations. In addition to his professional skills, he was also a magician and was recording secretary of the local wing of the International Brotherhood of Magicians. He was an active participant in his secretary of the local wing of the Inter-national Brotherhood of Magicians. He was an active participant in his church. B.S. Purdue, 1956; M.S. Purdue, 1958; Ph.D. Purdue, 1963; Visiting Professor, Oregon State (Sabbatic Leave), 1971.

