

Curriculum Vita

Diane Friend

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Agriculture, Agribusiness & Environmental Science
Texas A&M University-Kingsville
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EDUCATION

Texas A & M University, College Station, Texas 2020
Ph.D. Doctorate Degree in Agriculture Leadership, Education & Communication
Dissertation: “Texas Agricultural Cooperatives: A Study of Governance”
Research Line of Inquiry: Developing a conceptual model of Governance
competency for agricultural cooperatives and multi-dimensional governance
assessment instrument.

California Polytechnic State University, San Luis Obispo, California 2012
M.S. Master of Agriculture Education
With Distinction
Graduate Project: “Developing a Business Plan for Agricultural Departments
with Farm Operations”

California Polytechnic State University, San Luis Obispo, California 1980
B.S. Agriculture Business Management
Senior Thesis: “Comparison of Farmers Selling their crops
through a Cooperative Vs. For-Profit Company”

LICENSURE/CERTIFICATION

California Basic Educational Skills Test (CBEST) Certificate 2002

Other Professional Certification

Master Marketer Certificate 2020
G.R.A.D. Aggie’s Re-Orientation Workshop 2019
G.R.A.D. Aggies Professional Development Certificate – Earned 6 PDU 2019
P.O.W.E.R Writing Studio; 4-week course 2019
California Agriculture Leadership Program, Class VX 1984-1986

EMPLOYMENT HISTORY

Academic

Sept 2020-Present Assistant Professor of Instruction, Department of Agribusiness
Texas A&M University-Kingsville

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- 2020
(June-Sept) Post-Doc Researcher, Agricultural Economics Department
Roy B. Davis Agricultural Cooperation Program
Texas A&M University – Agri-Life Extension
- 2018-2020
(Aug-May) Graduate Research Assistant, Agricultural Economics Department
Roy B. Davis Agricultural Cooperation Program
Texas A&M University – Agri-Life Extension
- 2018
(fall semester) Teaching Assistant, Dr. Park - AGEC 413 – Agriculture Cooperatives
Texas A&M University, College Station, TX
- 2015-2017 Regional Coordinator, Center for Land Based Learning, Tulare, California
Training Workshops; San Joaquin Valley Region Coordinators – FARMS
Leadership Program
- Industry Partner Development Techniques
 - Developing Field Day Outline/Curriculum
 - Organizing Field Day Activities and Nutritional Lessons
- 2001-2013 Adjunct Professor, College of the Sequoias, Visalia-Tulare Center,
California Community College Agriculture Department; Lower division
courses taught for transfer and certificate programs
- 1995-1998 Substitute Teacher, Tulare County School District, Visalia, California
Palo Verde Elementary School, Tulare
- Taught extended time for fifth grade class
 - Taught 6-8th grade classes as needed/on-call
- Other Teaching/Training***
- 2015-2017 Center for Land Based Learning, Training Workshops; San Joaquin Valley
Region Coordinators – FARMS Leadership Program, Winters, CA
- Industry Partner Development Techniques
 - Developing Field Day Outline/Curriculum
 - Organizing Field Day Activities and Nutritional Lessons
- 2015-2016 Center for Land Based Learning, Training Presentations; Statewide
FARMS Leadership Coordinators Annual Retreats, Sacramento, CA
- “How to Develop Experiential Student Learning Outcomes”
 - “Creating Hands-On Activities to meet the Learning Outcomes”
 - “Understanding Our Language and How We Teach Others”
- Non-Academic***
- 2017-2018 Graduate Assistant, Student Assistant Services, Office of the Dean of
Student Life, Texas A&M University, College Station, TX
- 2015-1017 Partner & Administrative Manager, Friend Farms, Pixley, CA
Specialty crops farming operation; tomatoes, carrots

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- 1980-2015 Vice President & COO, Bowman Farms Inc., Corcoran, CA
Corporate officer with duties varying from oversight to management of 3,500-acre farming and ranching operation; cotton, alfalfa, wheat, safflower, rice, alfalfa seed, sugar beets, prunes, plums, peaches, cattle. Duties included; investments, budgeting, finance, accounting, marketing, irrigation management, labor and pesticide regulation and compliance.
- 2013-2015 Executive Director, Kings County Farm Bureau, Hanford CA
Managed Non-profit Agricultural organization with membership of 700 farmers/ranchers. Duties included:
- Education and Outreach (including duties related to FARM ACADEMY)
 - Member Relations & Marketing
 - Finance and budgeting
 - Event Coordination & Fundraising
 - Legislative & Regulatory Affairs
 - Agricultural Youth Education Program “Farm Academy”
 - Led a team to review, edit and improve curriculum by collaborating with educational specialists at Kings County Office of Education and Farm Bureau Education Advisory Committee. Developed learning outcomes, aligned with state grade-level and STEM standards.
- 2013-2015 Executive Director, PLANT Foundation, Hanford, CA
Managed educational 501c-3 non-profit organization to fund FARM ACADEMY program. Duties included: Curriculum Development; Implemented technology infrastructure and strategic plan for organization to deliver and teach online ‘virtual field trips’ for K-8 grades.
- Programing
 - Partner Development & Donor Relations
- 2011-2013 Managing Director, HP Agri-Systems, San Luis Obispo, CA
Managed technology start-up company. Developed business plan and implemented strategic funding plan.
- 2005-2009 Principal & Founder, Friends Group, Tulare, CA
Started and managed small boutique public relations and marketing agency. Clientele included large corporate agricultural clients to small retail service businesses. Specialized in developing strategic marketing campaigns, political lobbying and special public relation projects.
- 2003-2005 Citywide Marketing Director, Tulare Chamber of Commerce/City of Tulare, Tulare, CA
Developed and implemented citywide marketing initiative “Tulare. We’ve Got It” campaign

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- 2001-2003 Director, Cal Poly-Rita B Hill Higher Education Learning Center, Tulare. CA
Implemented and managed two federal grants for e-commerce education;
USDA Rural Development and US Department of Labor. Performed
administrative duties; grant budget and reporting. Developed curriculum,
student recruitment, hired instructors and managed course offerings.
- 1998-2002 Partner & Manager, F & P Farms, Tipton, CA
Row crop farming and livestock operation; growing vegetable seed
crops, cotton, alfalfa, pasture dairy cattle and feedlot.
- 1995-2001 Co-founder, Marketing Director, Horsepower, Inc., San Luis Obispo, CA
Spokeswoman for a start-up technology company. Implemented and managed
\$1.2 million marketing campaign in five western states; messaging and branding
campaigns.
- 1992-1995 Director, San Joaquin River Coalition, Tipton, CA
Farmer lobbyist organization to advocate for water supply and availability
on the San Joaquin river and Friant Dam. Close working relationship
between farmers, water districts and the Friant Water Association.
- 1985-1995 Consultant, Tipton, CA
Represented various corporate agricultural entities performing special projects in
business development, public relations and government agency lobbying.
Significant projects involved USDA grain warehouse certification, Commodity
Credit Corporation grain storage contracts.

LIST OF COURSES TAUGHT

Texas A&M University-Kingsville

Fall 2020

AGBU 3350 Marketing Farm Products
AGBU 3371 Farm Management
ACAD 4350 Price Analysis

Texas A&M University, College Station (teaching assistant)

AGEC 413 Agricultural Cooperatives

College of the Sequoias, Visalia

AGMT 101 Agricultural Leadership
AGMT 102 Ag Sales & Marketing
AGMT 103 Introduction to Agribusiness & Management
AGMT 105 Agricultural Managerial Accounting
AGMT 108 Ag Business Computer Applications
AGMT 107 Ag Communications
AGMT 106 Ag Entrepreneurship
AG 001 Ag Society & Environment

CURRICULUM DEVELOPMENT

2018, Texas A&M University, College Station, TX

“Introduction to Agricultural Cooperatives” – Four Lesson Modules & Videos

Course Outline on Agricultural Cooperatives

1. Why do we need Co-ops?
2. How do Co-ops work?
3. How are Co-ops managed?
4. How do Co-ops impact our world?

2015-2017, Center for Land Based Learning, Winters, CA

FARMS Leadership Program – San Joaquin Valley Region,

STEM curriculum for High School Regional Program (Freshman-Juniors)

1. Dairy Feed Analysis and Application
2. Health and Nutrition for workshops

Developed Problem-Learning Curriculum for High School Advanced Leadership Program (Seniors)

1. What is the most efficient and economical cropping pattern for Agricultural water use?
2. What is the best use and allocation of water resources for California Agriculture?

2014-2016, California Career Pathway Trust, Subject Expert in Agribusiness

2014-2015, California Career Pathway Initiative, Subject Expert in Agribusiness

2014, Kings County Farm Bureau - Plant Foundation, Hanford, California

“From Farm to Your Plate”, k-8 nutritional program

2001-2013, College of the Sequoias, Visalia-Tulare Center, California (multiple courses)

1. Introduction to Agriculture Computer Applications;
Introduction of Microsoft Suite of applications, including WORD, Excel, Power Pont, and Access.
2. Agriculture Business Management; this course used various current business publications to deliver relevant business ideas and principles. Interactive teaching approach, blending agricultural economics in applied case studies and discussion.
3. Agriculture Managerial Accounting; course used Quick Books learning modules integrated with real operational farm scenarios to learn basic managerial accounting principles.
4. Agriculture Sales & Marketing; course follows an applied teaching framework of marketing principles, using relevant marketing texts and materials. Students learn how to create a marketing plan for a real company, then present it to company management for scoring.
5. Entrepreneurship; this course centers around case studies and guest speakers.
Students learn how to write a business plan, seek financing for an idea and manage a start-up company. An elevator pitch is final presentation to venture capital group.
6. Agriculture, Environment & Society; this course explores current agricultural economic policies. While delving into the historical contribution agriculture has made to society through the ages. The classroom is set-up as a round-table discussion with students researching and presenting ideas to solve various environmental and social issues impacting today’s culture.

7. Agriculture Communications; course teaches contemporary communication methods related to the agricultural industry. Students learn how to write press releases, white papers and policy statements for agricultural companies. In addition, students practice public speaking in front of a camera, media interviews and being a company spokesperson.

PUBLICATIONS

Refereed Journal Articles

Park, J., Friend, D., McKee, G., & Manley, M. (2019). A framework for training and assessment of the 21st century cooperative. *Western Economics Forum*, 17(2).

Nonrefereed Articles

Park, J. & Friend, D. (2019). The multidimensional governance assessment. *Cooperative Management Letter*, Department of Agricultural Economics, Texas A& M University, CML 19-02.

Park, J.L. and Friend, D., (2020) “Resilient by Design.” *Cooperative Management Letter*, Department of Agricultural Economics, Texas A&M University, CML 20-01, July 2020.

Park, J.L. and Friend, D., (2020) “Developing Your Cooperative Strategy.” *Cooperative Management Letter*, Department of Agricultural Economics, Texas A&M University, CML 20-02, November 2020.

Referred Abstracts

Friend, D., Murphrey, T. & Park, J. (2018). Using Stories and Imagery to Impact Learning in College of Agriculture, American Association of Agricultural Educators.

Other: Industry publications

Editor & Columnist

FARM LIFE, *official publication of the Kings County Farm Bureau*, 2013 - 2015

“Oil Exploration and Hydraulic Fracturing” (republished in *Ag Alert*, 2013)

“Blue Skies with approaching Regulations and Stormy Skies”

“A Wet Winter Hangs in the Balance”

“Politics Give Mother Nature a New Name as Drought Worsens”

“Learning from Bad Ideas”

“FFA; The pillars of Agricultural Leadership

“The Pitfalls of Agriculture Education”

“Simple Answers to Tough 2013 Farm Bill Answers”

“The Dam Truth”

“Will the Power of the Sun Prevail Over the Future of Agriculture”

“US Ag Education: A Model for the World”

Industry White Papers and Press Releases

Over 100 published in various local, regional and statewide publications, 2003-2015

(Valley Voice, Ag Alert, Fresno Bee, Visalia Times-Delta Newspaper, Tulare Advance Register, Fresno Business Journal)

PRESENTATIONS

Park, J. & Friend, D., “Leading the Cooperative: Director Effectiveness”, Director Training Seminar, Ohio State University, Agriculture Research & Development Center, August 2020 (Virtual)

Park, D. & Friend, D., “Pride: Do we have too much or not enough in cooperatives?”, Lunch & Learn Training Series for Texas Agricultural Cooperative Council, Texas A&M University, College Station, May 2020 (Virtual)

Friend, D. & Park, J., “Multi-dimensional Governance Framework”, Lunch & Learn Training Series for Texas Agricultural Cooperative Council, Texas A&M University, College Station, May 2020 (Virtual)

Friend, D., Agricultural Cooperative Governance, Graduate Course 681 – Research Seminar Texas A&M University, College Station, April 2020 (Virtual)

- Presented research on agricultural cooperative leadership and governance and the Multi-dimensional Governance Conceptual Framework.

Park, J. & Friend, D., “Resilience During Economic Crisis for Agricultural Cooperatives”, Lunch & Learn Training Series for Texas Agricultural Cooperative Council, Texas A&M University, College Station, May 2020 (virtual)

Friend, D., “Governing Competencies; Multidimensional Assessment”, Texas Agricultural Cooperative Council, South Texas Cooperative Leadership Conference, Oct. 2019, Corpus Christi, TX

Park, J. & Friend, D., “*What’s in Your Toolbox?*”, Texas Agricultural Cooperative Council, Board Chairmen Leadership Conference, July 2019, Ruidoso, NM

Friend, D., “A Study of Governance Competencies: Preliminary Findings”, Texas Agricultural Cooperative Managers Conference, July 2018, Ruidoso NM

Friend, D., Murphrey, T. & Park, J. poster presentation “Using Imagery to Teach in Agricultural College”, American Association of Agriculture Educators, Southern Region Conference, Feb. 2019, Birmingham, Alabama

Diane Friend, “Agricultural Cooperative Governance: Examining Director Selection”, Spring Agri-Life Research Symposium, Texas A&M University, April 2018, College Station, TX

OTHER SELECTED PRESENTATIONS

Keynote speaker, “Thinking Inside & Outside the Box”, Ag Career Expo, Jan. 2016, Tulare, CA (Addressed 700+ high school students on careers in agriculture)

Representing Kings County Farm Bureau; Public Comment on Agricultural Williamson Act Exemption – Current Solar Development Projects, Kings County Board of Supervisors, 2015, Hanford, CA

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California State Assembly Transportation Committee, Testify on Impact of High-Speed Rail on Agriculture Communities, 2014, Sacramento, CA

California High Speed Rail Commission, Public Comment on Impact of High-Speed Rail in Kings County, 2014, Fresno, CA

Workshop presentation, “Using Agricultural Practices for Science Based Curriculum”, California STEM Conference, 2014, San Diego, CA

Workshop presentation, “Integrating Agriculture Subjects into Common Core Curriculum”, California STEM Conference, 2013, San Diego, CA

Workshop presentation, “Developing an e-Commerce Lesson for Supervised Agricultural Experience” California Agriculture Teachers Association, 2012, San Luis Obispo, CA

Workshop presentation, “Integrating Technology into Classroom and SAE Projects”, California Agriculture Teachers Association, 2011, San Luis Obispo, CA

Presentation, “Using Mobile Apps as Classroom Learning Tools”, FFA Ag Teachers-San Joaquin Sectional Meeting, 2010, Visalia, CA

Presentation, Annual Citywide Marketing Report, Tulare City Council, 2007, Tulare CA

Presentation, Proposed Citywide Marketing Plan & Budget, Tulare City Council, 2006, Tulare CA

Presentation, Proposed Plan for e-Commerce Educational Initiative, Tulare City Council and Tulare County Board of Supervisors, Cal Poly-Rita B Hill Higher Education Learning Center, 2001, Tulare CA

RESEARCH AND SCHOLARLY ACTIVITES

Grants (*funded)

*Co-Author, “Increasing the knowledge of California Specialty Crops in High School Students”, USDA Specialty Block Grant, California Department of Agriculture, Center for Land Based Learning, 2016, 2017, \$500,000

*Curriculum Development Committee Member, Subject Expert in Agribusiness, California Career Pathway Trust (two county region), 2014-2016, \$5 million

Contributor, “Improving the nutritional awareness of specialty Crops in California”, USDA Specialty Block Crop Grant, California Department of Agriculture, 2015, \$500,000.

*Co-Author, State Water Efficiency & Enhance Program (SWEEP) Grant, California Department of Agriculture (CDFA), 2014-2015, \$120,000

Author, “Online Marketing and Promotion of Specialty Crops”, USDA Specialty Crop Block Grant, California Department of Agriculture, 2010, \$250,000.

*Contributor, “Developing a Home Delivery Business for Bottled Milk”, USDA Rural Development Grant 2009, \$250,000.

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*Contributor and Research Coordinator, “Assessing opportunities to create value-added dairy business”, USDA Specialty Crop Block Grant, California Department of Agriculture, 2005, \$150,000.

*Curriculum Coordinator, “Exploring Careers in the Fresh Produce Industry”, US Federal Perkins Grant, California Vocational Technical Education, 2003, \$25,000

*Project Manager, e-Commerce Training, 2001-2003

- USDA Rural Development, \$500,000
- U.S. Department of Labor, \$250,000

*Coordinator Assistant, Statewide online calendar for CATA, US Federal Perkins Grant, California Vocational Technical Education, 2002, \$25,000

*Coordinator Assistance, Statewide Student Recruitment Poster for Community Colleges, US Federal Perkins Grant, California Vocational Technical Education, 2001, \$10,000.

Other Juried Activities

Poster presentation “Leadership in Agricultural Cooperatives: A Study of Governance”
Department of Agriculture Leadership, Education and Communications, Texas A&M University, Fall 2019 ALEC Recruit Symposium, Oct.2019, College Station, TX (3rd Place winner)

Poster presentation “Using Imagery to Teach Agricultural Courses”, Student Research Week, Texas A& M University, April 2019 College Station, TX (Graduate 2nd Place winner)

Poster presentation, “ Teaching by Telling a Story: Agricultural Cooperatives”, Fall 2018 ALEC Recruit Symposium, Texas A&M University, Oct 2018, College Station, TX (2nd Place Winner)

PROFESSIONAL GROWTH AND ACTIVITES

Cooperative Foundations Initiative Collaborative; New Director Training/Orientation Program
Contribution to collaborative:
“Director Effectiveness” Learning and workbook module (2020)
“Multi-dimensional Governance Assessment” (2020)

Professional Memberships

Agricultural & Applied Economics Association (AAEA)
Honors Society
American Association of Agriculture Educators (AAAE)
Association of Leadership Educators (ALE)
North America Colleges and Teachers of Agriculture (NACTA)
California Agriculture Leadership Alumni Association (ALA)

SERVICE ACTIVITIES

Texas A&M University, College Station, Texas

- Agriculture, Leadership and Communications Department
Graduate Candidate Interviewing Committee, member 2019
- Agriculture Business Department

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<i>Professional Sales Association (PSA), Sales Trainer</i>	2017-2018
Brazos County Food Bank; Volunteer	2018-present
California FFA Foundation, Board Member	2013-2019
Tulare Cultural Arts Foundation, President	2010-2017
Tulare-Kings Career Pathway, Advisory Committee Member	2015-2017
California FFA Association; State Speaking and Proficiency Judge and Coach for National Officer Candidates	2008-2017
International Agri-Center; Orange Jacket Volunteer for the World Ag Expo, Tulare, California	1999-2016
San Joaquin Valley Air Pollution Control Board, Advisory Committee Member	2013-2016
Kings County Agriculture Committee, Chairman	2013-2015
Kings County Economic Development Committee, Agricultural Member	2013-2015
California State Career Pathway Initiative, Curriculum Development Committee, Subject Expert; Agribusiness	2014-2015
Tulare County Workforce Development Advisory Committee, Agricultural Chair	2010-2014
Tulare County Farm Bureau, Agricultural Water Advisory Committee	2005-2013
College of Sequoias Agricultural Advisory Committee	2005-2013
College of Sequoias, Visalia, CA	
• Agriculture Business Committee, Chair Chaired Agriculture Business Advisory Committee; Brought together in a collaborative effort, industry leaders from finance, banking and management to develop needed industry competencies for employment.	2008-2013
• Agriculture Business Articulation Committee, Chair Coordinated with four-year universities to articulate various course offerings at College of the Sequoia to transfer credits for bachelor's degree completion.	2009-2011
• College of the Sequoias, Agriculture Business Club, Advisor Provided industry tours for students and organized one-on-one meetings with industry leaders for students to gain internship/employment positions.	2009-2013
• Entrepreneurship Club, Advisor	2010-2013

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Accompanied students to national Collegiate Entrepreneurship Organization (CEO) Conferences. Advised students on start-up business plans and finance pitches.

Tulare FFA Chapter; Tulare High School District	2001-2010
<ul style="list-style-type: none">• Speaking coach, (<i>producing multiple state and national winners</i>)• Annual Breakfast, Co-Chair• Starbucks Booth, Co-Chair	
California Community College Collaborative Group	2010
St. John Episcopal Church, Annual Bar-B-Que, Co-chair	1991-2009
Palo Verde Parent Organization, Officer and Committee Chair	1992-2006
National FFA Convention; California Speaking Judge, Co-Advisor and Coach for Tulare FFA Chapter national competitors	2004-2005
Lower Tule River Irrigation District, Board Member	2002-2005
Tulare County 4-H Leader; Palo Verde Community Club Leader, Club Leader for Lego, sewing, cooking projects	1996-2005
National Agribusiness Marketing Association, Adult Board for Cal Poly student club	2000-2003
Tulare County Fair Board, member (California Governor Wilson appointment)	1991-2000
Pixley Little League Baseball Organization, Co-Coach	1991-1999
Farm Services Agency, USDA California State Committee, member (President W.H. Bush appointment)	1990-1994
Tule River Cooperative Gin, Advisory Committee Member	1985-1987

HONORS AND AWARDS

OTHER PROFESSIONAL ACTIVIES NOT COVERED ABOVE
