

Curriculum Vita

Diane Friend, Ph.D.

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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: Developed a conceptual model of Governance competency for agricultural cooperatives and a 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
<i>Other Professional Certification</i>	
Master Marketer Certificate	2020
G.R.A.D. Aggies Professional Development Certificate – Earned 6 PDU	2019
P.O.W.E.R Writing Studio; course certificate	2019
California Agriculture Leadership Program, Class VX	1984-1986

EMPLOYMENT HISTORY

Academic

August 2020-present	Assistant Professor, Department of Agribusiness Texas A&M University-Kingsville RELLIS Campus, Bryan, TX.
2020 (June-Sept)	Post-Doc Researcher, Agricultural Economics Department Roy B. Davis Agricultural Cooperative Center, Texas A&M University, College Station, TX.
2018-2020 (Aug-May)	Graduate Research Assistant, Agricultural Economics Department, Roy B. Davis Agricultural Cooperative Center, Texas A&M University, College Station, TX.

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- 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,
San Joaquin Valley Region – FARMS Leadership Program, Winters, CA.
- 2001-2013 Adjunct Professor, College of the Sequoias, Visalia-Tulare Center,
California Community College Agriculture Department, Tulare, CA.
- 1995-1998 Substitute Teacher, Tulare County School District, Tulare, CA.
Palo Verde Elementary School

Other Teaching/Training

- 2015-2017 Center for Land Based Learning, Training Workshops; San Joaquin Valley
Region Coordinators – FARMS Leadership Program, Winters, CA.
Workshops:
- 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
Workshops:
- “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
- 2015-2017 Partner & Administrative Manager, Friend Farms, Pixley, CA
Specialty crops farming operation; tomatoes, carrots
- 1980-2015 Vice President & COO, Bowman Farms Inc., Corcoran, CA
Corporate officer with duties varying over time 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. Responsibilities
included investments, budgeting, finance, accounting, marketing, irrigation,
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

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- Finance and budgeting
 - Event Coordination & Fundraising
 - Legislative & Regulatory Affairs
- 2013-2015 Executive Director, PLANT Foundation, Hanford, CA
Managed educational 501c-3 non-profit organization to fund FARM ACADEMY program.
- 2011-2013 Managing Director, HP Agri-Systems, San Luis Obispo, CA
Managed technology start-up company. Developed business plan and implemented strategic funding plan. Other duties:
- Sales team development
 - Internship program development and university engagement
- 2006-present Co-founder and Secretary/Treasurer, R. Friend & Co., Bakersfield, California. (Formerly, Friend & Friend, partnership). A real estate brokerage, asset management and development company.
- 2005-2009 Founder, manager Friends Group, Tulare, CA
Marketing, Sales and Public Relations Agency.
The clientele included large corporate agricultural clients to small businesses. Specialized in developing sales teams, training in customer service, and business development. Other services included strategic marketing campaigns and 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. Responsible for developing industry alliance in co-branding campaigns.
- 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. Other responsibilities included curriculum development, program marketing and sales.
- 1998-2002 Partner & Co-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, V.P., Marketing Director, Horsepower, Inc., San Luis Obispo, CA
Spokeswoman for a start-up technology company. Implemented and managed a \$1.2 million marketing campaign in five western states: product launch and branding. Other responsibilities included:
- Developing and managing sales team
 - customer service department.

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- 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. Launched and managed public relations campaigns.
- 1986-1988 Managing Partner, Redwood Properties, Corcoran, California.
Real estate development, historical renovation and medical offices.
- 1985-1995 Business Development and Project Management 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 (RELLIS Campus, Bryan Texas)

Spring 2025 (currently)

- AGBU 3366 International Agribusiness Marketing
AGBU 3370 Agricultural Policy
AGBU 3350 Agricultural Sales & Consulting
AGBU 4395 Problems in Agriculture : Effective Leadership

Fall 2024

- AGBU 2301 Principles of Agribusiness
AGBU 3375 Water Resources Policy & Management
AGBU 4340 Advanced Management
PLSS 5306 Graduate Studies

Summer 2024

- AGBU 3995 Internship (coordinated placement of 21 students in industry related jobs or grants)

Spring 2024

- AGBU 4395 Problems in Agriculture: Agricultural Real Estate Investment
AGBU 4371 Strategic Management
AGBU 3370 Agricultural Sales & Consulting
AGBU 3355 International Agribusiness Marketing

Fall 2023

- AGBU 2301 Principles of Agribusiness
AGBU 3366 Agricultural Policy
AGBU 3371 Farm Management
AGBU 3990 Special Topics: Agricultural Leadership

Summer 2023

- AGBU 3995 Internship (coordinated placement of 17 students in industry related jobs or grants)

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Spring 2023

AGBU 3350 Agricultural Marketing
AGBU 3370 Agricultural Sales & Consulting
AGBU 3990 Special Topics: Agribusiness Entrepreneurship (curriculum developed)
AGBU 4371 Strategic Management (curriculum developed)

Fall 2022

AGBU 2301 Principles of Agribusiness
AGBU 3310 Food and Agribusiness Product Retail (curriculum developed)
AGBU 3340 Agriculture Organizations & Management (curriculum developed)
AGBU 4395 Special Problems: Agricultural Real Estate Investment (curriculum developed)

Summer 2022

AGBU 3995 Internship (helped place 12 students in industry)

Spring 2022

AGBU 3355 International Agribusiness Marketing (curriculum developed)
AGBU 3370 Agriculture Sales & Consulting
AGBU 3366 Agriculture Policy (curriculum developed)
AGBU 3350 Agriculture Marketing of Farm Products

Fall 2021

AGBU 2301 Principles of Agribusiness Management (curriculum developed)
AGBU 3371 Farm Management
AGBU 3390 Special Topics: Agricultural Leadership
AGBU 4360 Agricultural Price Analysis

Spring 2021

AGBU 3350 Marketing Farm Products
AGBU 3370 Agricultural Sales & Consulting
AGBU 3390 Special Topics: Agricultural Leadership (curriculum developed)
AGBU 4325 Range Management Economics

Fall 2020

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

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

Fall 2019

AGEC 413 Agricultural Cooperatives

College of the Sequoias, Visalia, California (adjunct professor)

Fall 2001 – Spring 2013

AGMT 101 Agricultural Leadership
AGMT 102 Ag Sales & Marketing
AGMT 103 Introduction to Agribusiness & Management
AGMT 105 Agricultural Managerial Accounting

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AGMT 108	Ag Business Computer Applications
AGMT 107	Ag Communications
AGMT 106	Ag Entrepreneurship
AG 001	Ag Society & Environment

STUDENT ENGAGEMENT & RECRUITMENT ACTIVITIES

Texas A&M-Kingsville, RELIS Campus, College Station

Spring 2025 (currently)

1. ***Student Mentoring and Career advising***
 - Meeting with RELIS Advisor, Taylor Curry to discuss seniors graduating Spring '25, making sure degree plan complete. Also move students into new course for Blessing.
2. ***Outreach Activities***
 - Registering and scheduling Blinn transfer fair booth for recruiting
 - Registering and scheduling Houston Livestock Show booth for recruiting
3. ***Student Engagement***
 - Faculty Advisor to RELIS student organization “Ag Ambassadors”
 - Planning a Leadership Retreat for Ag Ambassador Officers to prepare student officers for their leadership roles.
 - RING Ceremony Planning
 - Myth Buster Poster Competition Planning
4. ***Industry Interface:***
 - Planning industry and legislative contacts for class trip to state capital; present policies.

Fall 2024

1. ***Student Mentoring and Advising***
 - Met with 11 students in one-on-one meetings to discuss coursework progress.
 - Met with 3 potential Blinn students for Spring semester
 - Met with and advised 7 agribusiness seniors; wrote letters of recommendation and assisted in job interview and resume preparation.
 - Meeting with Blinn Transfer Advisor, Jessica Rocha to discuss future course plans and rotations.
 - Meeting (3) with RELIS Advisors to discuss course offerings and rotation, seniors degree completion plans, possible course substitution and streamlining registration permits and waivers.
2. ***Outreach Activities:***
 - Sent emails to 60 Blinn co-enrolled students encouraging transfer to TAMUK/RELIS.
 - Sent targeted email to 89 of 750 rejected A&M students offering alternative agribusiness degree from TAMUK/RELIS.
 - Led Ag Ambassadors to attend (1) Blinn and (1) High School Transfer fairs
1. RELIS student organization “Ag Ambassadors”
 - FFA Agribusiness Exam Proctoring; Ag Ambassadors attend and help facilitate
 - *RELIS Ring Ceremony*
 - Organized recognition ceremony for 5 Agribusiness students received their school ring and “pitcher” for special event at RELIS.
 - Agribusiness Banquet: 9 graduates honored. Facilitated student awards and recognition
 - *Co-organizer of 2nd Annual Research Poster Session: “Myth Busters”, interdisciplinary research poster event.*

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- Integrated classroom subjects into extracurricular event; 21 Agribusiness students participated.
 - Students presented to industry judges; arrange luncheon and gifts for judges
 - Westin Agri Sales Program, student sales presentation judge
3. ***Student Engagement***
- Faculty Advisor to RELLIS student organization “Ag Ambassadors”
 - Ag Ambassador Fundraisers; Advised BBQ Planning and set-up meetings with vendors to negotiate pricing and logistics.
 - Leadership Retreat for Ag Ambassador Officers; As faculty advisor to the student organization, I developed a 1-day leadership skill building event to prepare student officers for their leadership roles.
 - Advising to officers, agenda items for executive committee meetings
 - Facilitated classroom visits to RELLIS and Blinn for ambassadors
 - Fall banquet for all agribusiness students and seniors graduating this semester; developed student awards and recognition. Facilitated room rental and food services.
 - Attend commencement and present diplomas
4. ***Industry Interface***
- Coordinate field trips to businesses and arrange guest speakers; Blue Bell, Producers, HEB, BRS Farms, Joe Outlaw Farm Bill, John Park Ag Co-op Center, Texas Bee Center

Summer 2024

Internship Preparation; 13 student resume advising/editing and employer contacts

Advisor Meetings: Blinn College-RELLIS Transfer Advisor Jessica Roche

Spring 2024

2. ***Student Mentoring and Advising***
- Joint meeting with TAMUK advisors and RELLIS advisors
 - RELLIS student organization “Ag Ambassadors”
 - FFA Agribusiness Exam Proctoring; Ag Ambassadors attend and help facilitate
 - RELLIS Ring Ceremony; Organized recognition ceremony for 5 Agribusiness students received their school ring and “pitcher” for special event at RELLIS.
 - Agribusiness Banquet: 9 graduates honored. Facilitated student awards and recognition
 - Coordinated “Myth Busters”, interdisciplinary research poster event. Integrated classroom subjects into extracurricular event; 21 Agribusiness students participated.
 - Students presented to industry judges; arrange luncheon and gifts for judges
3. ***Student Engagement***
- Met with 9 students in one-on-one meetings
 - *Graduate School Presentation*
 - TAMU Master of Agribusiness; Karen Lepley
 - *Internship Presentations*
 - TACC summer placement opportunities with agricultural cooperations in Texas
 - USDA, FAS travel abroad internships to Mexico, Brazil, Guatemala
4. ***Outreach Activities***
- Sent emails to 45 Blinn co-enrolled students and emailed 500 A&M students for potential RELLIS attendance
 - *RELLIS Commencement* – hand out diplomas
5. ***Industry Interface***: coordinated industry contacts to lecture, judge competitions or provide tours. Course where industry support present was “International Agri Marketing”, Supply Chain

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Management, Real Estate Appraisal and Finance, Production Agriculture. Companies participating are:

- Dr. Pepper.
- Lovett Appraisal
- Clark-Isenhouer
- BK Meats
- Texas Ag Cooperative Council

6. *Grant Participation*

- Enrolled students from Kingsville and RELIS Campus in USDA International Agribusiness Marketing course; collaboration with TAMU and St. Mary's College.
- *USDA Export Challenge Competition*
Team of four students from RELIS and Kingsville campuses competed in International USFAS sponsored program.

Fall 2023

1. *Student Mentoring and Advising* –

- Met with 4 students in one-on-one meetings

2. *Outreach Activities:*

- Sent emails to 22 Blinn co-enrolled students and emailed 300 A&M students for potential RELIS attendance
- Westin Agri Sales Program, student sales presentation judge

3. *Student Engagement*

- RELIS student organization “Ag Ambassadors”
- Ag Ambassador Fundraisers; Texas Road House, Drews Car Wash
- Recruitment & Career Fairs:
 - Blinn College Sept 14
 - Blinn Transfer Fair Oct 14
 - AGLS – Sept 21&22
 - Mays Business School – Sept 27&28
- Field Trip Experiences
 - Borlaug Institute
 - Caldwell Livestock
 - Blue Bell Creamery
 - Producers Cooperative
 - HEB
- Agribusiness Banquet: 6 graduates honored.
- RELIS Commencement – hand out diplomas

Summer 2023

1. *Student Mentoring & Advising:*

- RELIS student organization “Ag Ambassadors” Advisor
- Leadership Retreat for Ag Ambassador Officers; As faculty advisor to the student organization, I developed a 1-day leadership skill building event to prepare student officers for their leadership roles.
- Internship Preparation; 17 student resume advising/editing and employer contacts

2. *Outreach Activities:*

- Recruitment email to Blinn Agribusiness students and possible transfers

Spring 2023

1. *Student Mentoring & Advising:*

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- Met with 5 potential students in one-on-one meetings
 - RELLIS student organization “Ag Ambassadors” advisor
 - Prepared 2 students for interviews; both selected to participate in USDA International Marketing Grant, “*Connecting the Dots in the Global Fresh Produce Market*”. Both students studied at Citrus Center in Weslaco, TX and then traveled to Mexico for study abroad.
 - Agribusiness Banquet; 6 graduates honored. Help preparing student for RELLIS commencement address
 - RELLIS/TAMUK Ring Ceremony. Organized recognition ceremony for 12 Agribusiness students received their school ring and “pitcher” for special event at RELLIS.
 - Prepared 6 students for graduation: job interviews and letters of recommendations.
 - Assisted in the year-end banquet; organized and gave out several student awards.
 - Assisted in fundraising event, “crawfish boil”.
 - Coordinated recruitment fair at Blinn College.
2. ***Student Engagement:***
- Coordinated “Myth Busters”, interdisciplinary research poster event. Integrated classroom subjects into extracurricular event; 15 students participated. Students presented to industry judges; also attended networking luncheon to explore internship opportunities.
 - Coordinated Student research case study event, “*Uniting Agribusiness Minds*” in collaboration with Texas A&M University Agribusiness program.
 - 4 TAMUK-RELLIS students competed with other undergraduate and graduate students from Prairie View, and Texas A&M Universities at the main campus, College Station.
 - *RELLIS* Commencement – hand out diplomas
 - Coordinated industry contacts to lecture, judge competitions or provide tours. Course where industry support present Ag Sales, Marketing, Real Estate Appraisal and Finance, Production Agriculture. Companies participating are:
 - Pepsi
 - Lovett Appraisal
 - Clark-Isenhouer
 - Tyson Foods
 - Rayco
 - Marchant Ent.
3. ***Outreach:***
- Emailed prospective Blinn transfer students
 - Attended Blinn transfer fair with Ag Ambassadors
 - Speak at TAMU Foundation Donors group about TAMUK program
 - Westin Agri Sales Program, student sales presentation judge

Fall 2022

1. ***Student Engagement***
- RELLIS student organization “Ag Ambassadors”
 - Organized planning meeting for new elected officers. Membership growth is increased by 115% since inception.
 - Fundraising advisement and planning.
 - Organized recruitment opportunities for officers with Blinn College and surrounding high schools.
 - Agribusiness Banquet: 2 graduates honored.
2. ***Student Mentoring and Career advising***
- Creating yearbook of RELLIS Agribusiness program

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- Met with new students; provided orientation prior to start of semester; helped counselors design academic plans.
- Resume review and editing
- Internship coordination

3. Industry Interface

- Aligned industry professionals with courses, Supply Chain Management, Real Estate Appraisal and Finance, Production Agriculture. Companies participating are:
 - Pepsi Co.
 - Veg Out
 - Blue Bell
 - Producers Cooperative
 - Lovett Appraisal
 - Clark-Isenhouer
 - HEB

Spring 2022

1. Student Engagement

- RELIS student organization “Ag Ambassadors”
- Established By-Laws, Officers and parliamentary procedures for meetings
- Social pizza party scheduled February 18th.
- Recruitment events at Blinn College, and High School Preview Days.
- Organized “Ring” for students.
- Organized year-end awards banquet for Agribusiness program.
- Led student group to Texas State Capital; met with legislators, key Agricultural leaders, Associations and Texas Agricultural Commissioner.
- Westin Agri Sales Program, student sales presentation judge

2. Student Mentoring and Advising

- Set-up individual meetings with students to discuss career plans and Agribusiness degree opportunities. (16 students)
- Met with 3 prospective students and parents to recruit into Agribusiness program at RELIS.
- Creation of student file system to track academic progress and personal development for each student enrolled in Agribusiness program.
- Prepared graduating senior for job interviews; Natalie Swenson
- Reviewed and edited student resumes for summer jobs and internships.
- Follow-up meetings with students falling behind in class, needing to improve study habits and class attendance.
- Provided study tools and resources to students with learning disabilities.
- Internship placement of 11 students.

Fall 2021

1. Student Mentoring and Advising

- Establishment of official RELIS student organization “Ag Ambassadors”, an on-campus club to promote agriculture, leadership and program recruitment.
- Internship Placement, Gulf Compress, Cotton Warehouse, Corpus Christi, Texas

Spring 2021

1. Student Mentoring and Advising

- Internship Placement, United Agricultural Cooperative, Cotton Gin and Supply, El Campo, Texas.
- Organized students to perform recruitment task - Agribusiness program at RELIS campus.
- Westin Agri Sales Program, student sales presentation judge

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Fall 2020

- Start new Agribusiness degree program at RELLIS, organize classes, create contact lists
- Develop recruitment plan

OTHER STUDENT ENGAGEMENT

Texas A&M University, College Station

Fall 2017- Spring 2018 - Agriculture Business Department, Professional Sales Association (PSA), Sales Coach

College of the Sequoias, Visalia, California

2008-2013 Club Advisor to: Agriculture Business Club, and Entrepreneurship Club

CURRICULUM DEVELOPMENT

Texas A&M-Kingsville, RELLIS Campus, College Station

Fall 2024

AGBU 3375 Water Resources Policy & Mgt

AGBU 4340 Advanced Mgt

Spring 2024

AGBU 3355 International Agribusiness Marketing (Collaboration with St. Mary.TAMU Grant)

Fall 2023

AGBU 3990 Ag Leadership

Spring 2023

AGBU 3390 Ag Entrepreneurship

AGBU 4371 Strategic Management

Fall 2022

AGBU 3310 Food and Agri Product Retail

AGBU 3340 Agriculture Organization and Management

AGBU 4395 Special Problems: Agricultural Real Estate Investment

Spring-Summer 2022

AGBU 3355 International Agribusiness Marketing

AGBU 3366 Agriculture Policy

AGBU 3995 Internship (Teaching/Mentoring)

Fall 2021

AGBU 2301 Principles of Agribusiness Management

AGBU 3390 Special Topic - Agricultural Leadership

Spring 2021- Online Course adaptation and virtual instruction

AGBU 3370 Ag Sales & Consulting

AGBU 4625 Rangeland Management Economics

AGBU 3390 Special Topics: Agriculture Marketing

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Fall 2020 - Online Course adaptation and virtual instruction

AGBU 3350 Marketing Farm Products

AGBU 3371 Farm Management

AGBU 4350 Price Analysis

Texas A&M University, College Station

Summer 2018

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

Course Outline on Agricultural Cooperatives

Center for Land Based Learning, Winters, California

2015-2017

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?

California Career Pathway Trust, Subject Expert in Agribusiness – Contributor

2014-2016

California Career Pathway Initiative, Subject Expert in Agribusiness – Contributor

2014-2015

Kings County Farm Bureau - Plant Foundation, Hanford, California

2014

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

College of the Sequoias, Visalia-Tulare Center, California

2001-2013

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

PUBLICATIONS

Refereed Journal Articles

Friend, D., Jordon, M. (2025) Developing Learning Outcomes for International Agribusiness Courses. *Journal Applications of Cooperative Organizations*. (in-progress)

Friend, D., Boyd, B. & Park, J., Jae Ahn (2023). Leadership in Agricultural Cooperatives: Identifying Core Competencies for Effective Governance. *Applications of Cooperative Organizations*. (in-progress)

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).

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Nonrefereed Articles

Friend, D. (2024). Adding Leadership to Governance Process. *Southern Ag Today*. November, 8, 2024.

Friend, D. (2022). A Legacy of Cooperative Leadership. *Southern Ag Today* 2(45.5). November 4, 2022. [Permalink](#).

Park, J. & Friend, D. (2021). Leadership in Cooperatives. *Plains Cotton Annual Industry Report and Magazine*.

Park, J., Friend, D., & Springfield, C., (2021) Cooperative Strategy. *Cooperative Management Letter*, Department of Agricultural Economics, Texas A&M University, CML 21-01, January 2021.

Friend, D., (2020) “Developing New Directors for Effective Governance”. In: *New Director Training Workbook* ed. by M.A. Boland and C.L. Kopka. Lulu.com Publishing, pp113.

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.

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

Published Books/Handbooks

Park, J. & Friend, D. (2024) MLA Influence Model Workbook

Park, J. & Friend, D., Manley, M. (2021). Leadership in Agricultural Cooperatives. Handbook on Agricultural Cooperative Research, Elgar Publishing.

Friend, D., (2020). “Developing New Directors for Effective Governance”. In: *New Cooperative Director Foundations Program* ed. by M.A. Boland and C.L. Kopka. Accessed December 20, 2020. <http://cacdd.thinkific.com/courses/copy-of-foundations-new-agricultural-cooperative-director-training>.

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

2013 – 2015

Editor & Columnist: FARM LIFE, official publication of the Kings County Farm Bureau,

“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”

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“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”

**Other: Various 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

Friend, D. & Park, J. (July 2024). “Tools for Governance”. TACC Board Chairman Conference, Santa Fe, New Mexico.

Friend, D. & Park, J. (July 2024). “Tools for Leadership Development”. TACC Managers Conference, Santa Fe, New Mexico.

Friend, D. (May 2024) “Principles of Agribusiness” Global Fresh Cohort, Weslaco, Texas (Zoom)

Friend, D. & Park, J. (April 2024). “Multidimensional Influence”. Workshop for Professional Development Committee. Presentation to RELLIS faculty and staff.

Friend, D. & Park, J. (August 2023) “Better Boardsmanship, Better Cooperatives “, workshop. Mid-America Cooperative Council. Director Development Conference, Ohio State University. (Virtual workshop).

Friend, D. & Park, J. (July 2023) “Leading Change“, workshop. Texas Agricultural Cooperative Council. Cooperative Managers Conference, Durant, Oklahoma.

Park, J. & Friend, D. (February 2023) “Conducting a Local Board Assessment: Multidimensional Governance Assessment” workshop. Texas Agricultural Cooperative Council. Director Development Program, Lubbock, Texas. (Virtual workshop).

Park, J. & Friend, D. (February 2023) “Multidimensional Influence Model: Becoming more influential in your role”, workshop. Texas Agricultural Cooperative Council. Board Chair Conference, Fredericksburg, Texas.

Friend, D. & Park, J. (August 2022). “Influential Leadership: Managing Personal and Professional Change.” AgriLife State Extension Conference, workshop, Bryan, Texas.

Friend, D. (July 2022). “Transformative Resilience; When Life Gives You Lemons...” Assistant Dean’s Council, workshop, Woodlands, Texas.

Friend, D. & Park, J. (May 2022). “Using the Model of Influence for Effective Leadership.” Ag One, Ohio State University Leadership Program, (virtual workshop).

Friend, D. & Park, J. (April 2022). “Governance Competency Using the Model of Influence.” Federated Cooperative Limited (FCL), Board of Directors Training workshop. Saskatoon, Saskatchewan, Canada.

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Friend, D. (April 2022). Multidimensional Influence Model: Research Presentation, RELLIS Faculty Luncheon, Bryan Texas.

Friend, D. & Park, J (April 2022). “Me, Us, and Our Co-op: Addressing the Challenges for a Board Member.” HLJ Academy Seminar, Helsinki, Finland (virtual workshop)

Santiago, M., Friend, D., Garcia, J., Mehlhorn, J. (March 2022). “Regular and Substantive Interaction in Online Agribusiness Programs: Record, Post and Quiz Don’t Cut It.” Symposium Panelist, SAEA Conference, New Orleans, LA.

Friend, D. (October 2021) Women in Leadership in Higher Education: Panel Discussion. Panelist, Texas A&M Kingsville, Kingsville, Texas.

Friend, D. & Park, J. (June 2021). “Evaluating Governance Competencies: Training for Gaps” International Cooperative Governance Symposium, International Centre for Co-operative Management, St. Mary’s University, Halifax, Nova Scotia, Canada, (virtual conference).

Park, J., Friend, D. & Manley, M. (June 2021). “Rebuilding Cooperative Leaders; Applying the Multidimensional Influence Model”, Association of Cooperative Educators (ACE), ACI Institute, Canada (virtual conference).

Friend, D., “Team Dynamics”, Director Training Online Workshop, Texas Agricultural Cooperative Council, September 2020 (Virtual)

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).

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

Curriculum Vita

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

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 ACTIVITIES

Current Grants (Currently Funding \$1,275,000.)

1. USDA-NIFA HIS; *Connecting the Dots in the Global Fresh Produce Market*, 9/1/22-8/31/26. Co-PD. **\$275,000.**

Curriculum Vita

2. USDA-NIFA HIS; *Educating the Future Workforce of Underrepresented Students in International Agriculture*, 09/01/23-8/31/27. Co-PD. **\$1,000,000.**

Completes Grants (\$6,830,000.00 Funded)

1. USDA Specialty Block Grant, California Department of Agriculture; Center for Land Based Learning, *Increasing the knowledge of California Specialty Crops in High School Students*, 2016-2017, Co-PD, \$500,000
2. State of California Career Pathway Trust; Subject Expert in Agribusiness, Kings & Tulare Counties 2014-2016, Co-PD, \$5 million
3. USDA Specialty Block Grant, California Department of Agriculture Contributor, “Improving the nutritional awareness of specialty Crops in California”, USDA Specialty Block Crop Grant, California Department of Agriculture, 2015, \$500,000.
4. California Department of Agriculture (CDFA); *State Water Efficiency & Enhance Program (SWEEP)*, Co-PD, 2014-2015, \$120,000
5. USDA Specialty Crop Block Grant, California Department of Agriculture; *Online Marketing and Promotion of Specialty Crops*, 2010, \$250,000 (unfunded)
6. USDA Rural Development; *Developing a Home Delivery Business for Bottled Milk*, 2009-2010, Contributor, \$250,000.
7. USDA Specialty Crop Block Grant, California Department of Agriculture; Contributor and Research Coordinator, *Assessing Opportunities to Create Value-Added Dairy Business*, Research and contributor, 2005-2026, \$150,000.
8. US Federal Perkins Grant, California Vocational Technical Education, *Exploring Careers in the Fresh Produce Industry*, Curriculum Coordinator, 2003, \$25,000.
9. USDA Rural Development & US Department of Labor; *e-Commerce Training for Businesses*, Project Manager & Program Director, 2001-2003, \$750,000
10. US Federal Perkins Grant, California Vocational Technical Education; *CATA On-line Calendar*, Assistant Coordinator, 2002, \$25,000.
11. US Federal Perkins Grant, California Vocational Technical Education; *California State Community Colleges Recruitment Poster*, Assistant Coordinator, 2001, \$10,000.

Other Juried Activities

October 2019

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, College Station, TX (3rd Place winner)

April 2019

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

October 2018

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 ACTIVITIES

Conferences, Seminars, Workshops, Tours

2024

Curriculum Vita

1. TAMUK Center for Teaching Effectiveness Online Training & Distant Education Certification. January 2024
2. RELIS Professional Development Committee, “AI Integration” Workshop, Lamar University. March 2024
3. RELIS Professional Development Committee, “Emerging AI”, Kim Ryearson, TAMUS Training. April 2024
4. Westin Sales Summit & Banquet, College Station, Texas. April 2024
5. Cotton Inc. & National Cotton Board Tour; Raleigh, North Carolina. June 2024
6. Texas Agricultural Cooperative Council Managers Conference, Santa Fe, New Mexico. July 2024
7. Texas Agricultural Cooperative Council Board Chairman Conference, Santa Fe, New Mexico. July 2024
8. Capital Farm Credit Opening Ceremony & Seminar, Bryan, Texas. September 2024

2023

1. Texas Agricultural Cooperative Council Board Chair Conference, Fredericksburg, Texas. February 2023
2. Texas Agricultural Council Leadership Conference & Annual Meeting, Austin, Texas. April 2023
3. Texas Agricultural Cooperative Council Managers Conference, Durant, Oklahoma. July 2023

2022

1. Southern Association of Agricultural Scientists (SAAS), Annual Meeting and Conference, New Orleans, LA. February 2022

2021

1. Texas Agricultural Cooperative Council Joint Cooperative Meeting and Conference, San Antonio, Texas, attended. March 2021
2. Association of Leadership Educators Annual Conference (Virtual), *Leadership for a Global Neighborhood*. June 2021

South Texas Co-op Leadership Conference, Texas Agricultural Cooperative Council. Corpus Christi, Texas. November 2021

June 2021

2021 International Cooperative Governance Symposium, (Virtual), *Governance in Cooperatives: Participatory, People-Centered, Democratic*.

2021 Association of Cooperative Educators Annual Conference, (Virtual), *Risk Rebuilding in Cooperation*.

May 2021

New Director Orientation and attendance, Annual Meeting, Texas Agricultural Cooperative Council, Round Rock, Texas.

March 2021

Curriculum Vita

2020

Master Marketer Program, Texas A&M AgriLife Extension, Certificate of Completion, (9 hours of intensive marketing training, virtual). October 2020

August 2020

New Faculty Orientation, Texas A&M-Kingsville & RELIS Campus, College Station, Texas, (virtual).

Organization & Management, Lunch & Learn Workshop, Boland, M., Texas Agricultural Cooperative Council, (Virtual).

July 2020

Management & Strategy, Lunch & Learn Workshop, Park, J., Texas Agricultural Cooperative Council, (Virtual).

February 2019

American Association for Agricultural Education, Southern Region Conference, Birmingham, Alabama. Southern Association of Agricultural Scientists (SAAS) Conference. Birmingham, Alabama.

Committees, Activities

June 2023

Agribusiness Faculty Search Committee. Texas A&M Kingsville

April 2023

Education and Member Services, Texas Agricultural Cooperative Council meeting, Austin, Texas.

March 2023

Student research “Uniting Agribusiness Minds” Event Planning Committee, Texas A&M University Agribusiness program.

January 2023

RELIS Degree Plan Committee

Co-Chair, Student Research Committee, Research Poster “Myth Busters”, RELIS.

December 2022

Co-Chair, Student Research Committee, Research Poster “Myth Busters”, RELIS.

May 2021

Education and Member Services, Texas Agricultural Cooperative Council meeting as member, Round Rock, Texas.

March 2021

National AAAE Poster Reviewer for 2021 National AAAE Poster Session at annual conference.

Professional Memberships

Southern Association of Agricultural Scientists (SAAS)

Agricultural & Applied Economics Association (AAEA)

International Food & Agribusiness Management Association (IFAMA)

Association of Leadership Educators (ALE)

Association of Cooperative Educators (ACE)

American Association of Agricultural Education (AAAE)

Curriculum Vita

Texas Agricultural Cooperative Council (TACC)
Association of Cooperative Educators (ACE)
Honors Society
California Agriculture Leadership Alumni Association (ALA)
Brazos County Farm Bureau

PROFESSIONAL & SERVICE ACTIVITIES

2024 - 2025

Department Curriculum Development Committee (2024-2025)
RELLIS Faculty Professional Development Committee (AY 2024-2025)
RELLIS Myth Buster Poster Committee (AY 2024-2025)
Texas Agricultural Cooperative Council, Board Member (2024-2025)
Texas Agricultural Cooperative Council, Education and Member Services Committee, Member (2024-2025)
Texas Agricultural Cooperative Council, Internship Interview Panelist (spring 2025)
Editorial Board, Journal Applications of Cooperative Organizations (2025)

2023 - 2024

Faculty Senate Committee: Administrator Evaluation Committee (AY 2023-2024)
Agribusiness Faculty Selection Committee (Spring 2024)
Agribusiness Faculty Selection Committee (Spring 2024)
RELLIS Faculty Professional Development Committee (AY 2023-2024)
RELLIS Myth Buster Poster Committee (AY 2023-2024)
Texas Agricultural Cooperative Council, Board Member (2023-2024)
Texas Agricultural Cooperative Council, Education and Member Services Committee, Member (2023-2024)
Texas Agricultural Cooperative Council, Internship Interview Panelist (spring 2024)
Editorial Board, Journal Applications of Cooperative Organizations (2024)

2022 - 2023

RELLIS Faculty Professional Development Committee (2022-2023)
RELLIS Myth Buster Poster Committee (2022-2023)
Association of Cooperative Educators, Board of Directors (2022 -2023)
Texas Agricultural Cooperative Council, Board Member (2022-2023)
Texas Agricultural Cooperative Council, Education and Member Services Committee, Member (2022-2023)
Texas Agricultural Cooperative Council, Internship Interview Panelist (Spring 2023)
California Farm Bureau Federation, Young Farmers & Ranchers Leadership Program, Texas Host.
Texas A&M AgriLife Extension, 2021 Texas 4-H Roundup; Public Speaking Judge (Final Round).
American Association of Agricultural Educators (AAAE), National AAAE Poster Reviewer
Texas AgriLife 4-H Round-Up; Texas A&M University, Prepared Speaking Competition, Finalist Judge
California FFA, Tulare-Kings Sectional FFA Speaking Contests; Career Development Competition Creed Recitation Judge

2020 -2021

NCERA-210 Member, Cooperative Research Handbook; Governance and Leadership Development.

2019

Texas A&M University, College Station, Agriculture, Leadership and Communications Department, Graduate Candidate Interviewing Committee, member.

Curriculum Vita

2018-2020

Brazos County Food Bank; Volunteer

2013-2019

California FFA Foundation, Board Member

2010-2017

Tulare Cultural Arts Foundation, President

2015-2017

Tulare-Kings Career Pathway, Advisory Committee Member

2008-2017

California FFA Association; State Speaking and Proficiency Judge and Coach for National Officer Candidates

2013-2016

San Joaquin Valley Air Pollution Control Board, Advisory Committee Member

1999-2016

International Agri-Center; Orange Jacket Volunteer for the World Ag Expo, Tulare, California

2013-2015

Kings County Agriculture Committee, Chairman

Kings County Economic Development Committee, Agricultural Member

2014-2015

California State Career Pathway Initiative, Curriculum Development Committee, Subject Expert; Agribusiness

2010-2014

Tulare County Workforce Development Advisory Committee, Agricultural Chair

2005-2013

Tulare County Farm Bureau, Agricultural Water Advisory Committee

2005-2013

College of Sequoias Agricultural Advisory Committee

2008-2013

College of Sequoias, Visalia, CA

- Agriculture Business Committee, Chair
- Agriculture Business Articulation Committee, Chair

2001-2010

Tulare FFA Chapter; Tulare High School District,

- Public Speaking coach, (*producing multiple state and national winners*)
- Annual Breakfast, Co-Chair
- Starbucks Booth, Co-Chair

2010

California Community College Collaborative Group

1991-2009

St. John Episcopal Church, Annual Bar-B-Que, Co-chair

1992-2006

Palo Verde Parent Organization, Officer and Committee Chair

2004-2005

National FFA Convention; California Speaking Judge, Co-Advisor and Coach for Tulare FFA Chapter national competitors

Curriculum Vita

2002-2005

Lower Tule River Irrigation District, Board Member

1996-2005

Tulare County 4-H Leader; Palo Verde Community Club Leader and Projects Leader

2000-2003

National Agribusiness Marketing Association, Adult Board for Cal Poly student club

1991-2000

Tulare County Fair Board, member, (California Governor Wilson appointment)

1991-1999

Pixley Little League Baseball Organization, Co-Coach

1990-1994

Farm Services Agency, USDA California State Committee, member
(President W.H. Bush appointment)

1985-1987

Tule River Cooperative Gin, Advisory Board Member

COMMUNITY SERVICE

June 2022

Host and Chair, University of Texas - MD Anderson Cancer Center; Pancreatic Cancer Research Moon Shot Program, “All Women’s Luncheon” fundraiser, College Station, TX.

HONORS AND AWARDS

- Junior Teaching Award, Dick and Mary Lewis Kleberg College of Agriculture and Natural Resources, 75th Anniversary Celebration, Texas A&M University– Kingsville, March 2022.
 - Teaching Effectiveness Award, 2022 Non-Tenure Teacher of the Year, Texas A&M University – Kingsville, March 2022.
 - Nominee, Texas A&M Distinguished Dissertation Award, January 2021.
 - Frank W. Sheppard, Jr. ’47 Graduate Scholarship, Texas A&M University, College Station, Texas
 - Spring 2019.
 - Second Place Winner, Poster presentation “Using Imagery to Teach Agricultural Courses”, Student Research Week, Texas A& M University, College Station, Spring 2019.
 - Third Place Winner, Poster presentation “Leadership in Agricultural Cooperatives: A Study of Governance”
 - Department of Agriculture Leadership, Education and Communications Recruitment Symposium, Texas A&M University, Fall 2019.
 - Second Place Winner, Poster presentation, “Teaching by Telling a Story: Agricultural Cooperatives”, Department of Agriculture Leadership, Education and Communications Recruit Symposium, Texas A&M University, College Station, Fall 2018.
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